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The Fifth Estate

Broadcasting Nov 14

PROGRESS REPORT

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Broadcasting Nov 14

Fourth-quarter sales remain slow □ Leveraged buyouts, limited partnerships in vogue □ AMIP coverage from Miami □

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doubts that pay cable will accept advertising in the conventional sense, but that it may take short "infomercials" combining information or entertainment with "minimal sponsor identification."

As for the impact of other media on TV audiences, Poltrack expects that at both network and affiliate levels, shares will decline but that, with the growing TV universe, absolute audiences will remain fairly constant. He figures network audiences to increase by about 1.4% a year.

"These statistics," he writes, "should give some comfort to both the networks and their advertisers. However, a 1.4% annual growth in homes delivered is not going to produce the revenue growth necessary to protect margins in light of increased programing costs. The networks will have to increase unit costs far beyond this amount of add commercial inventory. Increased unit costs will mean higher C-P-M's for advertisers. Some added commercial inventory will help keep unit prices down, but it seems certain that network televison will be a less efficient advertising medium in the years ahead.

"Unfortunately for the advertiser, there is no superior national advertising medium on the horizon. Compounding this problem is the fact that the network audience share loss will be incurred largely to pay-cable competitors that probably will not accept advertising. As the economy grows and as increased discretionary income makes the U.S. television audience a more and more attractive target, a greater number of advertisers will compete for a relatively fixed inventory of audience impressions.

"The advertiser's approach to these network market conditions must be one of careful planning. Greater use will have to be made of fringe dayparts as prime time unit costs continue to increase. Spot television in major markets will have to be used to supplement lower GRP-level [gross ratings points] network campaigns. Ad-hoc networks formed by independent stations will be available to supplement network schedules. Viable advertiser-supported basic cable services will provide a means of reinforcing a national network television campaign base. Finally, teletext will offer to advertisers a means by which to expand a necessarily short network commercial message."

ABC the winner in week six

The television networks' prime time ratings race drew a notch tighter in the sixth week of the new season (the week ended Nov. 6). ABC-TV won the week, its second, and pulled its season-to-date average to within two-tenths of a rating point of CBS-TV, which won the four other weeks.

For week six, the Nielsen ratings/shares were ABC 17.8/28, CBS 16.9/27 and NBC 14.2/22. For the season to date, it is CBS 17.8/28, ABC 17.6/28 and NBC 15.1/24.

ABC researchers dug around in their files and came up with a couple of findings to encourage all three networks, not just their own: Homes using television (HUT) levels for the week were up 2% from a year earlier, to 63.5 from 62.2, and although Home Box Office premiered two blockbuster movies during the week—"An Officer and a Gentleman" and "The Verdict"—the three networks' combined rating rose by 1%, from 48.2 a year ago to 48.9 this time.

Week six had no premieres and few specials, but it did provide further clues to the likely fates of several of this season's new series.

ABC's ***Hotel***, consistently strong, dropped more than three rating points from its extraordinary performance the week before, when it was the second-highest-rated show, but still produced a 20.8/35 and placed ninth for the week. Two other news entries ranked in the top 20: CBS's ***AfterMASH***, which dropped a couple of points but came in at 19.5/29, ranking 15th, and ABC's ***Hardcastle & McCormick***, which picked up a point and a half to 19.3/28 to take its highly competitive Sunday-night time period and rank 16th.

Hardcastle and the ***ABC Sunday Night Movie***, "Stir Crazy," which pulled a 26.7/41 and placed second for the week, gave ABC an unmistakable win on a night CBS has habitually dominated. CBS's ***60 Minutes*** scored a 24.6/38, ranking third, but after that, CBS's regular Sunday-night lineup ran third in shares for the rest of the night.

Just out of the top 20, in 21st place, CBS's new ***Scarecrow and Mrs. King*** did a 17.9/28, down a point from the week before in rating but unchanged in share. Three other new shows made the top 50: ABC's ***Webster*** (16.0/25) was 32d, while CBS's ***Emerald Point, NAS*** (15.3/26) and ABC's ***Oh Madeline!*** (15.3/24) tied for 34th.

Of 18 shows below the top 50, 11 were introduced this season.

ABC won Wednesday and Saturday as well as Sunday; CBS won Monday, Thursday and Friday. NBC took Monday—thanks to ***A Team*** (23.1/34) and ***Remington Steele*** (16.4/25); ***Bay City Blues*** (10.6/19), making its second appearance, lost three rating points from its premiere, ran third in its time period and ranked 63d for the week.

Among the specials, a two-hour presentation of ABC's ***Love Boat***, on a cruise to Japan, pulled a 20.4/35, ranking 10th, and a two-hour ***Battle of the Network Stars***, also on ABC, did a 14.4/22 against CBS's powerhouse Thursday-night lineup, tying with four others for 39th and helping ABC to come in third for the night.

ABC's ***Monday Night Football***, Washington vs. San Diego, did a 17.3/31. Against it, the ***NBC Monday Night Movie***, "When Your Lover Leaves," came in at 14.6/23. NBC's ***Sunday Night Movie***, "Princess Daisy, part I," produced a 16.6/25 against "Stir Crazy"'s 26.7/41 on ABC.

The week also included the first five days (Nov. 2-6) of the November sweep period. ABC won those, too, averaging 18.2 to CBS's 17.8 and NBC's 13.9.

Rank	Show	Network	Rating/Share
1.	Dallas	CBS	26.8/41
2.	"Stir Crazy"	ABC	26.7/41
3.	60 Minutes	CBS	24.6/38
4.	Falcon Crest	CBS	23.3/39
5.	Magnum, P.I.	CBS	23.2/36
6.	A Team	NBC	23.1/34
7.	Simon & Simon	CBS	23.0/34
8.	Dynasty	ABC	22.1/33
9.	Hotel	ABC	20.8/35
10.	Love Boat	ABC	20.4/35
11.	Knots Landing	CBS	20.3/33
12.	Hart to Hart	ABC	19.7/35
13.	Facts of Life	NBC	19.7/29
14.	Newhart	CBS	19.6/29
15.	AfterMASH	CBS	19.5/29
16.	Hardcastle & McCormick	ABC	19.3/28
17.	Real People	NBC	19.1/28
18.	Dukes of Hazzard	CBS	18.5/30
19.	Hill Street Blues	NBC	18.4/30
20.	Fall Guy	ABC	18.2/27
21.	Scarecrow and Mrs. King	CBS	17.9/28
22.	T.J. Hooker	ABC	17.7/30
23.	Family Ties	NBC	17.5/26
24.	Knight Rider	NBC	17.5/25
25.	NFL Monday Night Football	ABC	17.3/31
26.	Jeffersons	CBS	17.0/24
27.	Three's Company	ABC	16.9/25
28.	Alice	CBS	16.8/25
29.	Princess Daisy (Part 1)	NBC	16.6/25
30.	One Day at a Time	CBS	16.5/23
31.	Remington Steele	ABC	16.4/25
32.	Webster	ABC	16.0/25
33.	Benson	ABC	15.9/26
34.	Emerald Point N.A.S.	CBS	15.3/26
35.	Oh Madeline!	ABC	15.3/24
36.	Cheers	NBC	15.3/23
37.	Agatha Christie: Sparkling Cyanide	CBS	14.9/25
38.	When Your Lover Leaves	NBC	14.6/23
39.	NFL Football	NBC	14.4/24
40.	Matt Houston	ABC	14.4/24
41.	St. Elsewhere	NBC	14.4/24
42.	Battle of the Network Stars	ABC	14.4/22
43.	Goodnight, Beantown	CBS	14.4/21
44.	Gimme A Break	NBC	14.3/22
45.	Ripley's Believe It Or Not	ABC	13.9/21
46.	Mama's Family	NBC	13.8/21
47.	That's Incredible	ABC	13.7/22
48.	20/20	ABC	13.6/22
49.	Trapper John, M.D.	CBS	13.5/21
50.	Happy Days	ABC	13.3/19
51.	On the Right Track	NBC	12.6/21
52.	Rita Hayworth	CBS	12.6/20
53.	We Got It Made	NBC	12.6/19
54.	Mississippi	CBS	12.5/19
55.	Lottery	ABC	12./19
56.	It's An Adventure, Charlie Brown	CBS	12.0/20
57.	Just Our Luck	ABC	11.9/18
58.	This Girl For Hire	CBS	11.5/19
59.	Whiz Kids	CBS	11.5/17
60.	Jennifer Slept Here	NBC	11.4/18
61.	Boone	NBC	11.2/17
62.	Manimal	NBC	10.7/16
63.	Bay City Blues	NBC	10.6/19
64.	NFL Football Post	NBC	10.4/17
65.	Mr. Smith	NBC	10.1/16
66.	For Love And Honor	NBC	8.9/16
67.	Yellow Rose	NBC	8.7/15
68.	First Camera	NBC	7.1/11

* New program-premiere episode
** Returning program-premiere episode

for new FM at Jonesboro and denied app.'s of Radio Jonesboro and MSB Communications Corp. Issued Oct. 27.

■ Oroville, Calif. (Golden Valley Communications and Gridley Community Television)—ALJ John H. Conlin granted agreement; dismissed app. of Gridley; granted app. of Golden Valley for TV CP at Oroville, and terminated proceeding. (MM 83-436, 438). Order adopted Oct 28.

■ San Diego—Commission rescinded public notice, issued Oct. 27, inviting app.'s to replace station KIFM San Diego, while it considers petition for extraordinary relief filed by West Coast Media Inc., former licensee of KIFM. Petition requests commission reconsider 1974 decision denying KIFM renewal app. and requests it issue declaratory ruling permitting assignment of license and sale of assets to minority purchaser.

■ Tampa, Fla.—Commission upheld June 26, 1981, ruling by Common Carrier Bureau granting complaint by Warner Amex against Tampa Electric Co. MO&O upholds charge that Tampa Electric's annual pole attachment rate of $5.50 was unjust and unreasonable, and upholds $1.36 substitution rate and reimbursement of payments made since complaint was filed in excess of $1.36. Action Nov. 3. (FCC 83-498).

■ Davenport, Iowa (Davenport Communications Limited Partnership, H&S Ltd., The Independence Broadcasting Corp., Eian Inc. and Channel 28 Ltd.)—ALJ Edward Luton granted request for approval of agreement; dismissed app.'s of H&S, Independence, Eian and Channel 28; granted app. of Davenport Communications for new TV at Davenport, and terminated proceeding. (MM 83-127-31) MO&O and order adopted Oct. 25.

■ Poland Spring, Me.—Chief, Mass Media Bureau granted Guy Gannet Broadcasting Services' petition for reconsideration of May 19, 1982, decision granting app. for minor change in facilities of Harron Communications Corp. He also denied and rescinded Harron's app. to move main studio of WMTW-TV from Poland Spring to Portland, Me. (BPCT-820302KE). MO&O adopted Oct. 28.

■ Las Vegas (Radio Nevada Inc.)—Commission reduced forfeiture, from $1,000 to $250, of Radio Nevada, licensee of KDWN(AM), and four other Nevada stations, imposed for violation of Section 73.1212 which requires sponsorship identification. MO&O adopted July, 14.

■ Littleton, N.H. (White Mountain Inc. and Profile Broadcasting Inc.)—Review Board denied Profile's petition for reconsideration of grant (FCC 83R-58) of CP for new FM at Littleton to White Mountain. Order adopted Nov. 1.

■ Newark, N.J. (Global Broadcast Group Inc. and Newark Radio Broadcasting Assoc.)—Commission denied Newark's petition for reconsideration and supplement to petition for reconsideration of MO&O (FCC 83-231) granting Global's app. for interim authority to operate former station WHBI(FM) Newark. (BC 82-531, 533). Order adopted Oct. 27.

■ Charlotte, N.C. (Westinghouse Broadcasting and Cable, Jefferson-Pilot Broadcasting Co., Carolina Broadcasting Co., Sainte Broadcasting Corp. and WCCB-TV Inc.)—Chief, Mass Media Bureau, designated for hearing in consolidated proceeding app.'s of Carolina Broadcasting, Westinghouse and WCCB-TV for facility change CP's (MM 83-1161, 83-1160 and 83-1162). Denied Sainte's petition to deny Westinghouse's app. Granted app. of Jefferson-Pilot for facility change CP. MO&O adopted Oct. 25.

■ Wichita Falls, Tex. (First City Media Inc. and Thornberry Television Ltd.)—ALJ Edward Luton granted agreement; dismissed app. of First City; granted app. of Thornberry for CP for TV at Wichita Falls, and terminated proceeding. (BC 82-508-9). MO&O adopted Oct. 25.

Legal activities

■ San Francisco (California Public Broadcasting Forum, Bay Area Bilingual Education League and Amador Bustos; NAACP, western region, and Oliver Jones; Community Coalition for Media Change and Marcus Garvey Wilcher; Public Media Center and Michael Singsen, and Committee to save KQED and Laurence S. Hall vs. FCC)—Notice filed with U.S. Court of Appeals, D.C. Circuit, appealed commission's MO&O which reaffirmed grant of 1977 and 1980 renewal app.'s of KQED Inc. for *KQED-TV, *KQEC-TV and *KQED-FM, all San Francisco. (Case No. 83-2105).

■ Hartford, Conn. (Alan Shurberg vs. FCC)—Shurberg filed notice with U.S. Court of Appeals, D.C. Circuit, appealing commission's MO&O renewing license of Faith Center Inc. for WHCT-TV Hartford, and granting it authority to assign station's license to Interstate Media Corporation in distress sale. Shurberg had petitioned to deny action. (Case No. 83-2098).

■ Waco, Tex. (Blake-Potash Corp. vs. FCC)—Blake-Potash filed notice with U.S. Court of Appeals, D.C. Circuit, appealing commission's order denying Blake-Potash app. for new UHF TV at Waco and granting competing app. of Central Texas Broadcasting Co. Ltd. (Case No. 83-2112).

■ Portage, Mich. (Air-Borne Group Ltd vs. FCC) (Sear Broadcasting Co. vs. FCC)—Notices filed with U.S. Court of Appeals seek appeal of commission decision denying review of Review Board decision. Board had overturned ALJ and granted app. of Radio Portage Inc. for CP for FM at Portage. ALJ had initially granted app. of Air-Borne over three other applicants. (Case No. 83-2071) (Case No. 83-2072).

■ Carlisle, Pa. (Carlisle Broadcasting Associates vs. FCC)—Notice filed with U.S. Court of Appeals, D.C. Circuit, seeks appeal of commission's decision denying Carlisle Broadcasting's CP app. and granting mutually exclusive renewal app. of WIOO Inc. (Case No. 83-2084).

Et cetera

■ Tentative winners of lottery for CP's for LPTV or translator stations held Oct. 28. Absent filing of petitions to deny and, upon determining selectees are otherwise qualified, grant of CP's will be made Nov. 30—Anchorage, Alaska, ch. 20 (American Christian TV System Inc.) (BPTTL-830218TQ).—Prescott, Ariz., ch. 23 (The Sun Network) (BPTTL-820319RG).—Springfield, Ill., ch. 39 (Ventures in Communications Inc.) (BPTTL-820217LG).—Caribou, et al., Me., ch. 15 (Saco River Communications Corp.) (BPTTL-820616RP).—St. Louis ch. 62 (Domsat of Missouri) (BPTTL801117IH).—Del Rio, Tex., ch. 5 (Edward M. Johnson) (BPTVL-810602IC).—Henton/Huntsville, Tex., ch. 31 (Jose Villareal & L.L.F.) (BPTTL-820129TU).

Allocations

Applications

■ Woodlake, Calif.—Eric R. Hilding proposes assignment of ch. 281; commmunity's first commercial FM channel. Comments due Dec. 27; reply comments, Jan. 11. Address: P.O. Box 1300, Freedom, Calif. Adopted Oct. 11.

■ Marianna, Fla.—Marianna Television proposes assignment of UHF ch. 34; community's first commercial TV assignment. Commission suggests instead, assignment of ch. 51. Comments due Dec. 23; reply comments, Jan. 9. Address of consultant: Edward M. Johnson and Associates Inc., One Regency Square, Suite 450, Knoxville, Tenn. 37915. Adopted Oct. 11.

■ Honolulu—Communications Hawaii Inc. proposes assignment of ch. 286; community's ninth FM service. Comments due Dec. 27; reply comments, Jan. 11. Adopted Oct. 11. Address of counsel: Robert B. McKenna Jr., Wilkinson, Barker, Knauer & Quinn, 1735 New York Avenue, N.W. Washington 20006. Adopted Oct. 11.

■ Oscoda, Mich.—Robert A. Sherman proposes assignment of ch. 261A; community's first FM service. Canadian concurrence must be obtained. Comments due Dec. 27; reply comments, Jan. 11. Address: 1039 Division, Port Huron, Mich. 48060. Adopted Oct. 14.

■ Saugatuck, Mich.—David C. Schabert proposes assignment of ch. 224A; community's first FM assignment. Comments due Dec. 27; reply comments, Jan. 11. Address: P.O. Box 1101, Lansing, Mich. 48901. Adopted Oct. 11.

■ Terrytown, Neb.—Christian Media Inc. seeks to substitute Class C ch. 245 for ch. 280A and to modify license of its station KCMI(FM) to specify operation on ch. 245. Comments due Dec. 23, reply comments, Jan. 9. Address: Box 401 Terrytown 69361. Adopted Oct. 11.

■ Devils Lake, N.D.—Harold A. Jahnke proposes assignment of ch. 244A to Devils Lake, N.D.; community's third FM assignment. Canadian concurrence is required. Comments due Dec. 23; reply comments, Jan. 9. Address: 421 Central Ave., Hampton, Iowa 50441. Adopted Oct. 11.

■ Charlotte Amalie, V.I.—John T. Galanses proposes assignment of class B ch. 282 to Charlotte Amalie, V.I.; community's fourth local broadcast service. Reynold Charles d/b/a Third Angel Corp. requests same channel. Comments due Dec. 27; reply comments, Jan. 11. Address: (Galanses) 205 Casa Solana, Key West, Fla. 33040. Address: (Charles) c/o James E. Price, Sterling Communications Inc., Uptain building, suite 418, Chattanooga 37411.

Call letters

Applications

Call	Sought by
	New FM's
WFKZ	John T. Galanses, Plantation Key, Fla.
*WMMT	Appalshop Inc., Whitesburg, Ky.
KYLS	Mid-America Communications Inc., Ironton, Mo.
*WHQR	Friends of Public Radio Inc., Wilmington, N.C.
WTOX	Radio America Inc., St. Andrews, S.C.
KBWS-FM	Lake Region News Corporation, Sisseton, S.D.
	Existing AM's
WMML	WUNI Mobile, Ala.
WKZE	WKRZ Wilkes-Barre, Pa.
	Existing FM's
KORY	KQKK Manteca, Calif.
WRDO-FM	WSCL Augusta, Me.
KLOW	KCRV-FM Caruthersville, Mo.
WCRN	WZTA Tamaqua, Pa.
WQKZ	WVST Bolivar, Tenn.

Grants

Call	Assigned to
	New AM
WJEP	Lifeline Ministries Inc., Ochlochnee, Ga.
	New FM
KLLH	Central Washington Minority Broadcasting Inc., Quincy, Wash.
	New TV's
WQOB	CMM Inc., Bowling Green, Ky.
KXBJ	John W. Boler, Bemidji, Minn.
KCWT	Fred Alan Ross, Wenatchee, Wash.
	Existing AM
KJSA	KYXS Mineral Wells, Tex.
	Existing FM's
KOJY	KLTA Dinuba, Calif.
KYBB	KWGF Tracy, Calif.
KCMO-FM	KCEZ Kansas City, Mo.
KLLT	KYKN Grants, N.M.
WOFM	WQZQ Moyock, N.C.

Summary of broadcasting as of July 31, 1983

Service	On Air	CP's	Total *
Commercial AM	4,723	162	4,885
Commercial FM	3,458	422	3,880
Educational FM	1,101	163	1,264
Total Radio	9,282	747	10,029
FM translators	693	403	1096
Commercial VHF TV	536	9	545
Commercial UHF TV	321	191	512
Educational VHF TV	112	5	117
Educational UHF TV	171	20	191
Total TV	1,140	225	1,365
VHF LPTV	168	84	252
UHF LPTV	48	69	117
Total LPTV	216	153	369
VHF translators	2,786	235	3,021
UHF translators	1,825	372	2,197
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.